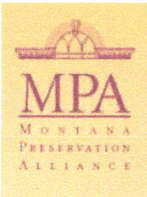


Exhibit No. 5Date 4-3-13Bill No. HB 2

Patty Dean, Director of Community Preservation & Sustainability
 Montana Preservation Alliance, 120 Reeder's Alley, Helena
 April 2013

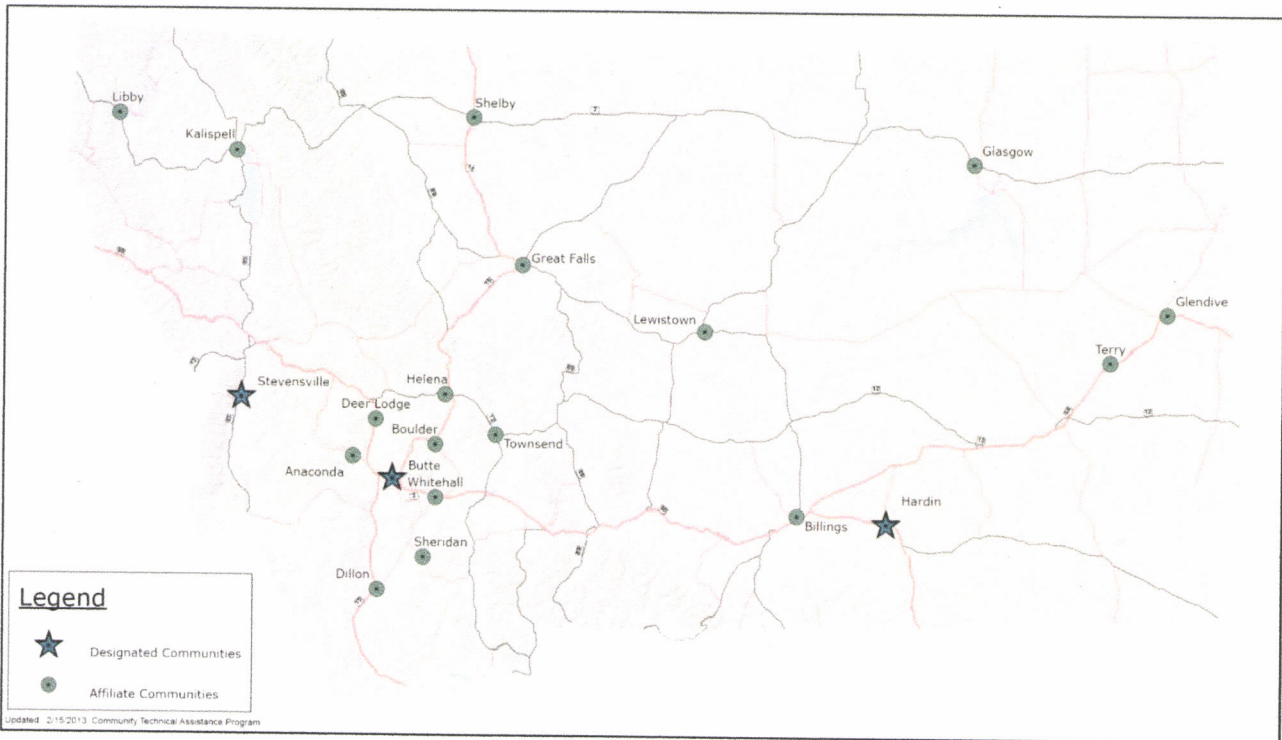
Comments on HB2: Support for MT Main Street at MT Department of Commerce

Background

- The Main Street program was developed by the National Trust for Historic Preservation in the mid-1970s. It is the single-most successful approach to revitalizing struggling traditional downtown districts in the United States.
- Main Street is a community-driven, common-sense way to preserve downtowns, through 4 concepts -- Design, Economic Restructuring, Promotion, and Organization - that address the issues and problems that face traditional business districts.
- The Main Street program now operates in 40 of the 50 states, and in more than 2,000 communities nationwide. Its success lies in vigorous work by local people, actively supported by state coordinating programs to guide, train and fund local efforts.
- Once up and running, Main Street towns see significant investment in the commercial district, and exponential growth in the number of businesses and jobs, averaging:
 - Millions of dollars in downtown improvements (12-13 times rate prior to the program)
 - 13 times the number of new businesses
 - 100 times the cumulative net numbers of new jobs!

Main Street in Montana

- **Montana's downtowns are the most visible indicator of community pride, economic and social health.** The condition of downtown business districts is either an asset or a liability to local development in attracting residents, businesses, industries and tourists, and holding onto those already there.
- In times of economic uncertainty, hard rural communities work hard and local businesses struggle. Main Street helps small towns thrive and grow. And if we want our towns to compete with nearby states for new businesses and visitor dollars, Main Street is a perfect solution.
- MT Main Street plays a key role in securing outside grants to distribute to the communities. Last year, they locked in \$40,000 in federal funds for small towns, which went to small towns like Glasgow for a local growth policy, to Dillon for local heritage tourism consulting, and to Terry, to increase downtown business by pulling people off the interstate into Evelyn Cameron venues and The Calypso Hills.
- Main Street is working all across the state on festivals and street improvements, tourism projects and growth policies. **It is simply NOT true that without the program these towns would go ahead and just do it anyway.** Main Street supplies the know-how and funding to help even the very small communities that can NOT go it alone, to help them to succeed!



The 2005 Legislature created MT Main Street; there are now 19 towns in the program. *From MT Main Street Website*

Montana Main Street WORKS!

- **In 2012 alone:**
 - More than 70 Building Projects, More than 75 jobs, More than 30 New Businesses, Tens of Thousands of Volunteer Hours, Millions of Dollars in New Investments, Numerous Events & Happy Visitors!
- **In 2013, now underway:**
 - Street improvement projects in Stevensville, Sheridan & Townsend
 - Tourism programs expanding in Shelby, Deer Lodge, Terry, Glendive, Kalispell, Lewistown & Dillon
 - Growth Policies under development in Glasgow and Terry
- **Recruited to Butte by Main Street:** The National Folk Festival. Over 5 years this festival has grown, drawing crowds of over 100,000 to the city each summer.
- **Secured for Stevensville by Main Street:** \$450,000 for downtown streetscape improvements in the town center to create a more vibrant business district.
- **Convened each year by Montana Main Street & Downtown Partnership Conference:** Annual gathering of more than 100 Montana downtown people, with renowned national and international speakers on local development and downtown reinvestment so that Montana's downtown business leaders can learn and compete.